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7-24-01  
AV7

Docket No. CANN-0208

**In the Specification**

Please add the following paragraph before the Background of the Invention Section on page 1:

A1

This application is a divisional of a patent application by Mark E. Cannon entitled "METHOD AND APPARATUS FOR ANALYZING DATA AND ADVERTISING OPTIMIZATION", serial number 09/038,380, filed March 11, 1998, which is incorporated herein by reference.

US Pat.  
No. 6,286,005

**In the Claims**

Please cancel claims 35-64 in light of the prosecution in the parent application indicated above, serial number 09/038,380, which was filed on 03 November 1998.

US Pat. No. 6,286,005

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FO22ED-2294T860